

distributing a first permission code to said first media reader apparatus in exchange for a first payment, said media storing a first code related to said first permission code at a first time, said first permission code in combination with said first code providing said first access code and permitting at least a first access to said storable content.

2. (Amended) A method, as claimed in claim 1, wherein said step of distributing comprises distributing said first permission code via an Internet communications link.

3. (Amended) A method, as claimed in claim 1, wherein said storable content includes content selected from among text content, music content, software and motion picture content.

4. (Amended) A method, as claimed in claim 1, further comprising distributing to said media reader, a second permission code obtained by said first user at a second time, later than said first time, in exchange for a second payment wherein said media stores a second code related to a second access code, the second permission code being on said media, said media permitting at least second access, different from said first access, to said storable content by providing said second access code to said reader apparatus, using said second code.

5. (Amended) A method, as claimed in claim 1, further comprising distributing to said media reader, a second permission code requested by a second user, different from said first user at a second time, later than said first time, in exchange for a second payment wherein said media stores

a second code related to a second access code on said media, wherein said second access code permits at least a second access to said storable content, different from said first access, by providing said second access code to said reader apparatus, using said second code.

7. (Amended) A method, as claimed in claim 1, wherein said step of distributing information content-mastered media comprises unsolicited distributing of media.

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8. (Amended) A method, as claimed in claim 1, wherein said step of distributing information content-mastered media comprises downloading said content to said media over a communications link.

12. A method, as claimed in claim 1, wherein said first payment is a payment performed by authorizing a charge to a credit or debit account over a communications link.

15. (Amended) A method for distribution of storable content comprising: receiving a plurality of information content-mastered media in a retail establishment, said information content-mastered media including at least said storable content and a media identifier number, said media readable by at least a first media reader apparatus only in response to an access code, wherein said retail establishment is accessible to a plurality of users including a first user; storing, during a first time, at said retail location, a first code related to a first access code on said media in exchange for a first payment by said first user to said retail establishment; and providing at least first access to said storable content by providing said first access code to said first reader apparatus, using said first code.

20. (Amended) A method for distribution of storable content on information content-mastered media, said media including at least first and second content and a media identifier number, the method comprising: storing a first code related to a first access code on said media, at a first time, obtained in exchange for a first payment; providing access to said first content by providing said first access code to a reader apparatus, using said first code, wherein access to said second content is unavailable on the basis of said first code; storing a second code related to a second access code on said media obtained at a second time, later than said first time, in exchange for a second payment; and providing access to said second content by providing said second access code to a reader apparatus, using said second code.

30. (New) A computer program product for distributing storable content on information content-mastered media, said media including at least first and

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second content and a media identifier number, the computer program product comprising:

signal bearing media bearing programming adapted to

store a first code related to a first access code on said media, at a first time, obtained in exchange for a first payment;

provide access to said first content by providing said first access code to a reader apparatus, using said first code, wherein access to said second content is unavailable on the basis of said first code;

store a second code related to a second access code on said media obtained at a second time, later than said first time, in exchange for a second payment; and

provide access to said second content by providing said second access code to a reader apparatus, using said second code.

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